



# Regional Re-imaging Projects

## A Specialty of the Albert Smith Group

As Albert Smith Group have grown and expanded into Asia we have been fortunate to be involved in many global re-imaging projects for some of the worlds biggest brands including: Nissan, Caltex, Hewlett Packard, TNT, BP, General Motors and Toyota just to name a few.

Like these other high profile multinational organisations, Caterpillar understands the importance and value of projecting a consistent and quality Brand to the worldwide marketplace. Caterpillar Inc., headquartered in Peoria, Illinois, launched the Caterpillar Next Generation Dealer Identity Initiative for this purpose. The Albert Smith Group has been a nominated supplier to this Programme since 2003. To date, we have supplied signage elements in 7 countries for 17 Dealer Networks, over many Cat Dealer sites.

Typically a re-imaging programme such as this needs a co-ordinated manufacturing standard. The Caterpillar initiative was no different and required the use of specially blended coloured materials, purpose designed polycarbonate extrusions and regionally integrated manufacturing specifications and standards.

Through the strong working relationships we have nurtured and maintained with the companies we serve in the region such as Citibank and McDonalds, we have learnt to appreciate and understand the enormous value that these multinational organisations hold in their Brands, and the responsibility we have to ensure these Brands stand proudly and consistently, for many years to come. It's what we do.

Mitchell Smith – Albert Smith Australia

